The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 26

We caught what went down in New York.

CONUS

59th Year 1990

NAB NAB NAB NAB NAB NAB
The Pre-Convention Issue

Broadcasting Mar 26

Vol. 118 No. 13

Best laid plans on fin-syn... FCC Chairman Sikes's

CBS's Laurence Tisch (l) and MPAA's Jack Valenti in Washington

summons to top network and Hollywood executives draws too few of latter to satisfy NBC President Bob Wright. His complaint becomes big news of week. PAGE 35.

Setting HDTV standard... FCC says it intends to approve simulcast HDTV standard in spring of 1993. At same time, FCC will consider enhanced-definition TV systems. PAGE 38.

Gearing up for NAB... President Bush, 35 congressmen, all FCC commissioners and chief network executives are among newsmakers scheduled to address National Association of Broadcasters convention in Atlanta. PAGE 45. Daily agendas for BEA conference and NAB gathering begin on PAGE 46. Highlights of world's foremost annual broadcast equipment exhibition begin on PAGE 62. Listing of exhibiting companies and hospitality suites starts on PAGE 70.

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General Motors puts about $35 million back in prime time.

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Network's Saturday children's lineup may be shortened to accommodate half-hour NBA sports magazine.

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Fox Children's Network unveils six programs expected to make up Fox's Saturday morning lineup next fall.

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NBC News's new weekly nostalgia series *Memories Then and Now* gets commitment from NBC-owned station executives and 28 others.

'Memories' hosts Kathryn Kinley and Chuck Scarborough

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BY THE NUMBERS 1

NBC's *Cheers* was the number-one ranked show for the week ended March 18. But ABC's *America's Funniest Home Videos* continues to tickle America's funny bone—it was ranked number two overall with a 24.1/37, far outdistancing the competition on NBC (*ALF*) and CBS (*Murder, She Wrote*).

For the first time in its short history, Fox ended a week with two shows among the top 20 ranked programs. *The Simpsons* finished 11th overall and first in its Sunday 8:30 p.m. time period, with a 17.5/26. *Murder, She Wrote* was second (14.8/22), followed by NBC's movie (12.9/19) and ABC's *Elvis* (10.1/15).

Fox's *Married... With Children* finished 20th overall with a 15.4/23. The show was second in network competition in the Sunday 9 p.m. time period, behind CBS, which averaged about a 19/28. *Married* beat out movies on both NBC and ABC in the time period.

NBC was number one in prime time for the

"By the Numbers" continues on page 16.

RATINGS ROUNDUP

Week 25 □ Mar. 12–Mar. 18

Rank/rating	Network	Show
1 ▲ 22.1/35	N	*Cheers*
2 ▼ 22.0/33	A	*Amer. Funniest Videos*
3 21.9/34	A	*Roseanne*
4 21.8/36	N	*Cosby Show*
5 ▲ 20.4/34	C	*60 Minutes*
6 ▼ 20.3/32	N	*A Different World*
7 19.7/32	C	*Sunday Movie:Gunsmoke*
7 19.7/30	A	*Wonder Years*
9 ▲ 16.1/29	A	*Who's the Boss?*
10 ▼ 17.9/27	U	*Heat of the Night*
11 ▲ 17.5/26	F	*Simpsons*
12 ▼ 17.4/31	N	*Golden Girls*
13 ▲ 17.1/29	N	*Unsolved Mysteries*
14 ▼ 17.0/31	N	*Empty Nest*
15 ▼ 16.7/26	A	*Coach*
15 ▲ 16.7/29	N	*L.A. Law*
17 ▼ 16.6/26	N	*Grand*
18 ▲ 16.7/25	C	*Designing Women*
19 ▲ 15.5/23	C	*Murder, She Wrote*
20 ▲ 15.4/23	F	*Married...With Children*
21 ▲ 15.3/25	A	*Head of the Class*
22 ▲ 15.1/26	A	*Growing Pains*
23 ▼ 14.8/23	C	*Murphy Brown*
24 ▼ 14.7/26	A	*Full House*
25 ▲ 14.5/24	N	*Monday Movie: Hill Strangler*
25 ▲ 14.5/22	C	*Rescue 911*
27 ▲ 14.1/23	A	*Doogie Howser, M.D.*
28 ▲ 14.0/22	N	*Hogan Family*
29 ▲ 13.8/26	A	*20/20*
30 ▼ 13.5/24	A	*Family Matters*
31 ▼ 13.4/21	N	*Night Court*
32 ▼ 13.3/26	N	*Hunter*
32 13.3/24	N	*News Special: Change*
34 ▼ 13.2/20	N	*Matlock*
35 ▼ 13.1/22	C	*Newhart*
36 ▲ 12.8/21	C	*Major Dad*
37 12.7/21	C	*Jake and the Fatman*
37 12.7/22	A	*Perfect Strangers*
39 ▼ 12.4/21	C	*Knots Landing*
40 ▼ 12.3/22	N	*Amen*
40 ▼ 12.3/20	N	*Dear John*
40 ▼ 12.3/19	N	*Sunday Movie: Phantom, Pt.1*
43 ▲ 11.9/21	A	*Just the 10 of Us*
43 ▼ 11.9/19	A	*MacGyver*
43 ▼ 11.2/19	N	*My Two Dads*
46 ▲ 11.8/18	A	*Sunday Movie: Love & Lies*
47 11.5/18	N	*Sunday Movie: The Gifted One*
48 ▲ 11.3/22	A	*China Beach*
49 11.0/19	N	*Nasty Boys*
50 ▲ 10.8/18	A	*Anything But Love*
50 ▲ 10.8/16	C	*Tuesday Movie: K. Carpenter*
52 ▼ 10.7/19	C	*Dallas*
53 ▼ 10.7/17	A	*Father Dowling*
54 ▲ 10.6/19	N	*Baywatch*
55 ▼ 10.2/19	N	*ALF*
55 ▼ 10.2/19	N	*Quantum Leap*
57 ▼ 10.1/15	A	*Elvis*
57 ▼ 10.1/16	C	*His & Hers*
59 ▼ 10.0/18	A	*Young Riders*
60 9.8/15	C	*City*
60 ▼ 9.8/17	A	*thirtysomething*
62 9.7/16	N	*Moscow, FBI*
63 ▼ 9.5/16	A	*Monday Movie: Brewster, Pt.2*
64 ▼ 9.2/18	C	*Wiseguy*
65 8.7/16	C	*Why, Charlie Brown?*
66 8.6/15	C	*B. Bunny: Battle-Video*
66 ▼ 8.6/16	C	*Falcon Crest*
68 8.4/13	C	*Island Son*
68 ▲ 8.4/13	F	*Open House*
70 8.3/13	F	*America's Most*
71 ▼ 8.2/13	C	*48 Hours*
72 8.0/15	F	*Cops*
73 ▼ 7.9/14	A	*Primetime Live*
74 7.8/15	C	*Paradise*
75 ▼ 7.3/14	A	*Mystery Movie: Kojak*
76 ▼ 7.1/13	A	*H.E.L.P.*
77 7.0/13	F	*Totally Hidden Video*
78 ▲ 6.6/10	F	*Alien Nation*
79 ▼ 6.0/10	C	*Gravel Slam*
80 ▼ 5.7/9	F	*21 Jump Street*
81 ▲ 5.6/9	F	*Tracey Ullman*
82 ▼ 5.2/9	F	*Booker*
83 4.7/8	A	*To Be Free: Nat'l. Lit.*
84 ▲ 4.1/7	F	*Gary Shandling Show*
85 ▼ 4.0/7	F	*Night at the Movies: Wisdom*
86 ▼ 3.9/7	F	*Reporters*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast — —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard*

Week ended Mar. 12

Rank	Program (Syndicator)	Rtg	Stns	Cvrg
1	Wheel of Fortune (wkd) (King World)	15.2	233	99
2	Jeopardy! (King World)	13.4	215	98
3	Cosby Show (Viacom)	9.4	204	98
4	Current Affair (20th Century Fox TV)	9.2	192	96
4	Wheel of Fortune (wknd) (King World)	9.2	206	93
6	Star Trek: Next Generation (Paramount)	9.1	235	98
7	Oprah Winfrey (King World)	8.7	213	98
8	Entertainment Tonight (Paramount)	8.5	177	96
9	Donahue (Multimedia)	6.4	223	99
10	Geraldo (Paramount)	5.8	190	95
10	Mama's Family (syn. Lorimar)	5.8	174	91
10	Star Search (TPE)	5.8	156	96
13	Family Feud (LBS)	5.5	136	88
14	Inside Edition (King World)	5.4	105	79
14	People's Court (Warner Bros. Domestic TV)	5.4	174	90
14	Warner Bros. Prem. Edition	5.4	119	91

The following shows were rated, but not ranked

Wrestling Network	7.4	173	93
World Wrestling Federation (WWF)	9.1	246	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL *
Commercial AM	4,977	263	5,215
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
# Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
# Total TV	1,446	233	1,679
VHF LPTV	300	206	506
UHF LPTV	457	1,506	1,963
# Total LPTV	757	1,713	2,470
FM translators	1,819	318	2,136
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†

Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. # Instructional TV fixed service. ** Studio Network. Sources: Nielsen and Broadcasting Cable Yearbook

"By the Numbers" continues from page 1.

week averaging a 13.8/23. CBS nudged out ABC for second place with an 11.7/20, followed by ABC's 11.5/19. It was the second time in three weeks CBS placed second.

Season to date, NBC leads with a 14.7/24, followed by ABC with a 12.9/21 and CBS with a 12.2/20.

In the network ratings race last night, ABC was first for the week with a 10.5/21, followed by NBC with a 9.2/18 and CBS with a 9.1/18.

MarketScope

Most media stock groups were mixed this past week during which the overall market was highly fluctuating. But cable operator issues continued to be hurt predominantly by Wall Street concerns. A number of MSO stocks reached new 52-week lows, including Jones Intercable, down 12% for week to $16, and Cablevision Systems, which closed Wednesday at $19, down 11% for week. Cablevision's increased from Feb. 15 to March 15 in 370,200 or 37 times average daily volume. Other MSO stocks affected included TCA Cable, down to 12¼; Telecommunications A stock, down to 12¼, and United Artists Entertainment, down to 10¾. On the cable service side, Burrup & Sims also hit a new low and closed Wednesday at 1¼. Reaction to MCA's purchase of Geffen Records was said to have cause a slide in that stock to 50¾, 1¼ off its 52-week low. In the other direction, King World Productions hit a 52-week high and closed Wednesday at 43¾ on news of rumors of a possible sale of the company. Meanwhile, short interest in Spelling for the period ending March 15 was up 85% to 202,207 or nine times daily volume. For the week, Spelling stock was flat at $10.

Stock Index Notes: Unless otherwise noted, P/E ratios are based on earnings for most recent four quarters available. Where a stock used differs from the one listed, it is noted in parentheses. Footnotes indicate 52-week highs and lows as published by Standard & Poor's for all stocks traded on major exchanges. Updated 12 weeks as published by Standard & Poor's for all stocks traded on major exchanges. Updated

STOCK INDEX 1

	Closing Wed Mar 26	Closing Wed Mar 19	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
BROADCASTING						
A (CCB) Capital Cities/ABC	123 1/2	509	15 1/2	03.05	21	9,422
A (CBS) CBS	124 1/4	179 1/4	– 5	– 02.79	16	4,120
A (CCU) Chris-Craft	13 3/4	14	– 1/4	– 01.78	-114	53
A (CCN) Comcast	5 1/8	5 7/8	– 3/4	– 12.76	-3	50
A (LIN) LIN	63	65 1/2	– 2 1/2	– 02.92	44	4,278
O (QBCC) Olympia Broadcast		1/8	1/8	00.00		
A (QBPS) Outlook Communs.	10 1/8	9 3/4	3/8	03.84	45	76
A (QCBSA) Outlet Communs.	19 1/4	19 1/2	– 1/4	– 01.28	12	129
A (PR) Price Communs.	4 7/8	5 1/8	– 1/4	– 04.87	-5	44
O (SAGE) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	6
O (SCRP) Scripps Howard	69	69		00.00	30	619
O (SNBC) Satellite Bus.	1 1/4	1	1/4	25.00	-1	2
A (TVBS) Telemundo	8 3/4	5 5/8	1/8	02.22	-2	131
O (TVOS) TVX Broadcast	5	4 3/4	1/4	05.26		36
O (UTV) United Television	33	32 1/2	1/2	01.53	5	389
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	26 1/8	24	1 1/8	03.30	40	63
N (AFU) Australian Fidelity	15	15		00.00	16	1,21
O (ACCOM) Assoc. Communs.	31 5/8	32 1/4	– 5/8	– 01.93	21	83
N (CCB) Chris-Craft	23 3/4	23	3/4	03.27	1	69
N (DUCO) Durham Corp.	20 1/2	21	– 1 1/2	– 07.02	22	29
N (GCI) Gannett Co.	39 3/4	40 3/4	– 1	– 02.45	16	5,47
O (GACC) Grand Ave. Comm.	7 5/8	8 1/4	– 5/8	– 07.57	1	26
A (KTCI) Kidder Media	8 3/4	9 5/8	1/8	02.94	0	66
N (LT) Lin/Texas Prod	29 1/8	29 3/8	– 1/8	– 00.85	11	1,42
N (LEE) Lee Enterprises	27 1/2	28	– 1/2	– 01.78	15	66
N (LC) Liberty	47 3/8	47 3/8		00.00	20	61
N (MHP) McGraw-Hill	53 1/8	52 3/4	3/4	01.42	13	1,69
A (MEGA) Media General	29 1/2	29 5/8	1/8	03.05	17	75
N (MDP) Meredith Corp.	32	31 1/4	3/4	02.40	18	57
O (MMEDC) Multimedia	79 1/2	78	1 1/2	01.92	21	69

STOCK INDEX 2

	Closing Wed Mar 25	Closing Wed Mar 18	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
O (AMJT) All American TV	3 3/8	3 3/8		00.00		4
A (CLR) Color Systems	2 5/8	2 1/4	1/8	05.55	-1	12
O (DCPI) dick clark prod.	6	6 1/8	1/8	-02.04	22	49
O (DIS) Disney	114 7/8	115 3/8	1/2	-00.43	22	15,450
O (FINS) Financial News	7 1/8	7 1/8		00.00	32	128
A (FE) Fries Entertain.	2 1/8	2 3/8	1/4	-10.52	-1	10
A (HERI) Heritage Entertain.	1 1/4	1 1/4		00.00	-1	9
A (HSC) Home Shopping Net.	7 1/4	6 7/8	3/8	05.45	45	650
C (KWP) King World	43 3/4	46 1/8	3 5/8	09.03	15	1,105
O (KREN) Kings Road Entertain.				00.00		0
N (MCA) MCA	50 1/2	54 1/2	-4	-07.33	16	3,701
C (MGM) MGM/UA Commun.	17 3/8	17 1/4	1/8	00.72	-11	886
A (MRN) Motown Holdings	6 1/4	9 3/4	-1/2	-05.12		39
A (NNET) Nostalgia Network	1 1/8	1 1/4	-1/8	-10.00	-1	6
O (OPC) Orion Pictures	23 1/8	22 1/4	3/4	-03.37	28	387
N (PCI) Paramount Commun.	45	46 1/8	-1 1/8	-02.43	14	5,356
O (PLA) Playboy Ent.	13 3/4	14 1/4	-1/2	-03.50	-152	129
A (QNTQE) Qntex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	13 3/8	17 1/4	-7/8	-05.07	34	165
A (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	65
A (RPCA) Republic Pic. 'A'	8	8 1/4	-1/4	-03.03	88	34
O (RPICB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	66	33
O (SPI) Spelling Entertainment	10	10		00.00	27	331
A (UVEE) Video Jukebox Net.	8 7/8	9 3/4	-1/8	01.42	-27	83
A (WOMD) Westwood One	6	6 7/8	-7/8	-12.72	-4	87
SERVICE						
O (AGSP) Ardmore Group	3 5/8	3 5/8		00.00	-2	35
O (BMSP) Bonray & Sons	14	14		00.00	16	176
N (CQ) Comsat	39 1/8	39 1/8	-2 7/8	-07.90	9	556
N (DNB) Dun & Bradstreet	46 3/4	46 3/8	1/8	-00.26	13	8,740
N (FDB) Foote Cone & B.	29 1/4	29 5/8	-5/8	-02.10	20	250
C (IPG) Grey Advertising	150	150	-10	-06.66	14	183
O (LINCX) IDS Communications	9 1/4	8 3/4	1/2	05.71	462	45
N (IPG) Interpublic Group	33	33 1/8	-1/8	-00.37	16	1,139
O (MMGN) Maxxim Group	23	23		00.00	12	653
N (OMC) Omnicom	30 1/4	30 1/4		00.00	14	1,210
N (SAA) Saatchi & Saatchi	4 3/8	4 1/2	-1/8	-02.77	4	1,000
N (SGD) Saatchi & Saatchi DFS	20 3/4	21	-1/4	-01.19	14	1,000
O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
A (UNVI) United Video	9 3/4	10 1/2	-3/4	-07.14	15	25
CABLE						
A (ATN) Acton Corp.	12 3/4	12 1/2	1/4	02.00	2	20
O (ARCMA) Am. TV & Comm.	33	34	-1	-02.94	40	3,507
O (CTEC) C-Tec Corp.	17 3/4	18 3/4	-1	-05.33	29	302
A (CVC) Cablevision Sys. 'A'	26 5/8	25 3/4	1/8	-00.48	-4	507
A (CTY) Century Comm.	6 3/8	6	5/8	07.81	-11	502
O (CSCBA) Comcast	14	14 3/8	-3/8	-02.60	-11	1,570
A (FAL) Falcon Cable Systems	16 1/8	16 7/8	-5/8	-03.70	-89	100
O (JOIN) Jones Intercable	9 3/8	10 7/8	-1 1/2	-13.79	-4	116
N (KBI) Knight-Ridder	54 1/2	56 1/8	-1 5/8	-02.89	12	2,823
T (RCI.A) Rogers Commun. 'A'	106	106	1	00.00	-31	486
T (RCI.B) Rogers Commun. 'B'	80 1/4	80 1/2	-0.13	-0.20	-23	1,086
O (TCAT) TCA Cable TV	13 7/8	13 1/8	5/8	-04.62	28	311
O (TCOMA) Tele-Commun.	13 5/8	14 1/4	-5/8	-04.38	-27	4,808
N (TWX) Time Warner	98 3/8	99	-3 1/2	-03.53	212	6,142
O (UACCA) United Art. Ent. A	13 3/4	13 3/4		00.00	-7	1,915
O (UACCB) United Art. Ent. B	14 3/4	14 7/8	-1/8	-00.84	-7	99
N (VIA) Viacom	53 3/8	52 5/8	-1/4	-00.47	24	2,785
N (WU) Western Union	2888	7/8	-3/32	-10.71		49
EQUIPMENT & MANUFACTURING						
N (AMM) 3M	84 1/4	81 5/8	2 5/8	03.21	15	18,872
N (ARV) Arvin Industries	15 7/8	15 1/8	3/4	04.95	41	288
O (CCBL) C-Cor Electronics	11 3/4	11	3/4	06.81	9	48
N (CNY) Cleyrex	1 7/8	1 7/8		00.00	-13	21
A (COH) Cohu	9 5/8	10 1/8	-1/2	-04.93	6	16
N (EK) Eastman Kodak	39	38 7/8	1/8	00.32	14	12,852
N (GRL) Gen. Instrument	35 1/4	35 3/8	-1/8	-00.35	11	902
N (GE) General Electric	84 1/8	83	1 1/8	01.78	15	57,869
N (HRS) Harris Corp.	33	31 5/8	1 3/8	04.34	48	1,280
N (IMA) IMA Com. Inc.	4 1/4	4 3/8	-1/8	-02.85	425	101
N (IIV) Mark IV Indus.	12 3/4	12 7/8	-1/8	-00.97	3	187
O (NWST) Matthews Studio	11 5/8	1 15/16		00.00	96	11
O (MCDY) Microdyne	3 5/8	3 5/8		00.00	40	14
O (MCOM) Midwest Commun.	3 7/8	4	-1/8	-03.12	11	11
N (MOT) Motorola	62 1/8	60 1/4	2 7/8	04.40	16	9,679
N (GAN) Oak Industries	1	1 1/8	-1/8	-11.11	-33	82
A (PPU) Pico Products	1 1/4	1 3/8	-1/8	-09.09		4
N (SFA) Sel-Altanta	22 7/8	23 1/4	-3/8	-01.61	14	520
N (SNE) Sony Corp.	48 1/4	51 5/8	-3 3/8	-06.53	-22	13,600
N (TEK) Tektronix	13 3/8	13 1/2	-1/8	-00.92	148	307
N (VAR) Varian Assoc.	25 3/8	24 1/2	7/8	03.57	16	511
O (WGNR) Wegener	2	1 7/8	1/8	06.66	10	14
N (WX) Westinghouse	75 1/8	73 5/8	1 1/2	02.03	12	12,310
N (ZE) Zenith	9 5/8	9 1/2	1/8	01.31	-6	257
Standard & Poor's 400	394.23		122.64		4.19	61.16

April 20-21

April 20-22

April 20-25

April 21

April 21

April 21

■ April 21

April 22-25

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■ April 25-26

Clarification

EDITOR: It is very disturbing to discover that your publication, among the most reputable in the industry, has printed a story with data that is so inaccurate that it breaks every basic rule of television research. I am referring to your March 5 article on the syndication rankings.

In reporting the definitions of several shows, BROADCASTING compares the weeks of Nielsen Television Index ratings from the week ending Feb. 18, 1990 to the February 1989 or November 1989 Cassandra Ranking Report numbers. These are two separate studies with two completely different samples and methodologies whose only common attribute is that they are produced by the same company.

The result is a completely invalid analysis which undermines the dominant February performances of *King World*'s *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show* with nonexistent drastic declines. Even more distressing is your book-to-book (rather than year-to-year) comparison that depicts *Inside Edition* as declining when in fact its week ending Feb. 18, 1990 rating is up 10% from February 1989 and 12% from November 1989 on an NTI basis, the latter of which generated a larger increase than *Hard Copy* achieved during that same period. — *Wayne Kasser, vice president, public relations, King World Productions, New York*

Editor's note:

Prediction's coming true

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Contemporary hit tops top two markets

Birch ratings show format strong in New York and Los Angeles, followed by urban contemporary

Just-released Winter 1990 Birch ratings reveal the continued strength of contemporary hit and urban contemporary formats in the country's top two markets, New York and Los Angeles. Also faring well in the Birch surveys were album oriented rock FM outlets and news and news/talk AM stations.

Urban radio captured the number one spot in the nation's top radio market. Summit Broadcasting's WRKS(FM), New York, scored a 6.2, age 12+, average quarter hour rating, Monday-Sunday, 6 a.m. to midnight, retaining first place but down from a fall Birch rating of 6.3. Emmis Broadcasting's contemporary hit outlet, WQHT(FM), scored a 5.7 rating, up from a fall 5.6 share. Rounding out the top three spots, Malrite Communications' contemporary hit outlet, WHTZ(FM), dropped from a fall rating of 6.0 to 5.6, and from second to third place.

Group W's new album oriented rock outlet, WXRK(FM), pulled in a 5.2 rating and fourth place, up from the fall book's 5.0. Sharing the fourth spot is Inner City Broadcasting's urban contemporary station WBLS(FM), scoring a 5.2 rating up from its fall Birch book rating of 4.6. Viacom Broadcasting's soft contemporary outlet, WLTW(FM), pulled in a 4.0 rating slightly up from the fall book's 3.7. Group W scored again in the top 10 with all news formatted WINS(AM), registered a 3.9 rating, down from fall's 4.1.

The oldies formatted CBS station, WCBS-FM, improved to 3.8 from the fall 3.6 rating, and contemporary hit outlet WPLJ(FM) (Capital Cities/ABC) improved to a 3.5 rating from a fall 3.4. Rounding out the top 10 were Park Communications' simulcast easy listening stations, WPAT(AM/FM), down slightly to 3.4, from the fall rating of 3.7, and ABC's WABC(AM) talk outlet, up from 3.0 in the fall to a 3.4. Bio-ney Broadcasting's news/talk formatted WOR(AM) was down slightly from a fall 3.4 to a 3.2 rating and Infinity Broadcasting's WXRK(FM) classic rock station was slightly down to 3.2 from a fall rating of 3.3.

The second-ranked Los Angeles market ratings revealed contemporary hit formatted stations as the leaders. Consistent with the summer Birch survey, Emmis Broadcasting's KPWR(FM) tops the market with an 8.2 rating, up from its fall 7.7, and Gannett Broadcasting's KIIS-(AM/FM) at 6.7 in second place (dropping from a fall 7.2 rating). Third place goes to the adult contemporary format, with a big gain posted by Cox Communications' soft contemporary outlet KOST(FM), up to a 6.0 from the fall rating of 4.9. Capital Cities/ABC album oriented rock outlet KLOS(FM) is down to a 5.4 rating from a fall 6.5. Co-owned news/talk KABC(AM) shows up in sixth place with a 4.4 rating, down from its fall book of 5.2.

Westwood One's KOLZ(FM), with its "rock hit radio format," moved from a fall rating of 4.8 and sixth place to 4.2 and seventh. Infinity Broadcasting's album oriented rock outlet, KROQ(FM) Pasadena, dropped to a 4.0 rating from a fall rating of 4.1. Another recent Group W acquisition, new adult contemporary outlet KTWV(FM), dropped from a fall rating of 3.3 to a 3.1 share.

Rounding out the top 10 in Los Angeles were Malrite Communications' country station KZLA(FM), down to 2.8 from a fall book number of 3.1. Five stations tied at the number 10 spot with a 2.6 rating apiece in the winter book. Group W's KFWB(AM) all news, urban contemporary outlet KJLH(FM), all news KNX(AM) and two Spanish stations, KWKW(AM) and KLVE(FM).

All results are based on Birch Radio Quarterly Summary Reports for the two markets indicated, for the survey period beginning Dec. 1 and ending Feb. 27 (time frame includes three survey periods, Dec. 1-30, Jan. 2-31 and Feb. 1-27). Data used is supplied by Birch/Scarborough Research and is copyrighted. -LC

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SUN RADIO

Classic rock: Radio's fastest growing format

Country is still king, followed closely by adult contemporary

Radio operators are pursuing the aging "baby boomers," according to format statistics compiled by BROADCASTING. The fastest growing format in the industry is classic rock, with 159 stations carrying the format as of December 1989, a 72.8% increase since December 1988's figure of 92. Also driven by the same target audience is the second fastest growing format, oldies, going from 603 stations to 723 in the same time period, a 20% increase. Posting strong gains as well were information formats, talk, news and news/talk, gaining at a rate just under 20%.

"Classic rock and oldies formats are flourishing," said Ed Shane of Houston-based Shane Media Services, "because the population has aged and is looking back on its own history." Oldies is a 1960's and 1970's top 40-based format with a core audience aged 35 to 54. Classic rock, based on "deeper" cuts performed by popular rock artists, has a core of 25 to 54, but, according to Shane, both are "powerful" formats and transcend the core audience on both ends of the scale. "They are the modern nostalgia formats," he said.

Country radio is by far the dominant format in the U.S., with 2,496 stations carrying some variation. It added 75 stations to its roster last year, a 3% increase. "The same baby boomers that are driving the oldies and classic rock growth are fueling the country growth," Shane said, in particular because the newer country music is an important format for "disenfranchised rockers." Citing musicians such as The Desert Rose band, The Traveling Wilburys and The Highwaymen, Shane points out that musicians disillusioned with rock have "adopted the rock elements and gone country."

John Parikhal, CEO of Joint Communications, sees the trend growing out of a deeper change in society. "[There is] increasing urbanization of country music—

The ups and downs of radio formats

	Total Stations			AM's			FM's			Commercial			Noncommercial		
Format	*Feb 89*	*Feb 90*	*% ch*	*Feb 89*	*Feb 90*	*% ch*	*Feb 89*	*Feb 90*	*% ch*	*Feb 89*	*Feb 90*	*% ch*	*Feb 89*	*Feb 90*	*% ch*
Country	2421	2496	3.09	1483	1447	-2.42	938	1049	11.8	2410	2485	3.1	11	11	0.0
Adult contemp.	2325	2307	-0.77	1043	957	-8.2	1282	1350	5.3	2279	2261	-0.78	46	46	0.0
Religious/gospel	1054	1220	15.7	643	727	13.06	411	493	19.95	809	902	11.49	245	318	29.79
CHR/top 40	984	972	-1.2	188	163	-13.29	796	809	1.6	891	885	-0.67	93	87	-6.45
MOR	729	595	-18.38	560	473	-15.5	169	121	-28.4	706	576	-18.4	23	19	-17.3
Oldies	603	723	19.9	451	516	14.4	152	207	36.18	597	720	20.6	6	3	-50.0
Classic rock	92	159	72.8	22	36	63.6	70	123	75.7	86	153	77.9	8	6	-25.0
Diversified	614	603	-1.79	154	148	-3.9	460	455	-1.09	190	186	-2.11	423	417	-1.23
AOR	486	491	1.02	58	53	-8.6	428	438	2.33	338	345	2.07	148	146	-1.35
Talk	408	488	19.6	90	110	22.2	318	378	18.86	353	429	21.53	55	59	7.29
Beautiful music	403	372	-7.6	91	88	-3.29	312	284	-8.97	399	370	-7.27	4	2	-50.0
News	384	460	19.8	255	307	20.39	129	153	18.6	373	447	19.84	11	13	18.2
Classical	355	376	5.9	91	98	7.69	264	278	5.3	254	268	5.51	101	108	6.93
Jazz	296	297	0.33	71	69	-2.81	225	228	1.33	278	280	0.72	18	17	-5.56
Big band/nostalgia	259	248	-4.24	219	208	-5.02	40	40	0.0	248	238	-4.03	11	10	-9.09
Educational	259	241	-6.94	73	71	-2.74	186	170	-8.6	73	71	-2.74	186	170	-8.6
Spanish	237	261	10.1	176	196	11.36	61	65	6.56	237	261	10.1	0	0	0.0
Urban contemp.	193	208	7.7	80	87	8.75	113	121	7.08	193	208	7.7	0	0	0.0
Black	186	174	-6.45	159	146	-8.18	27	28	3.7	186	174	-6.45	0	0	0.0
Agricultural	157	144	-8.6	152	141	-7.24	5	3	-40.0	157	144	-8.6	0	0	0.0
Progressive	127	143	12.5	3	3	0.0	124	140	12.9	127	143	12.5	0	0	0.0

now we have suburban country ... [and] younger stars doing traditional music with a youth viewpoint," he said. Parikhal added that the shift in emphasis in songs reflects the power of country music in focusing on getting in touch with one's longings.

An industry trend that is both noteworthy and makes sense, said Shane, is the increase in the information-driven formats. He sees two factors propelling the growth of those formats, namely, "the climate of panic and desperation on the part of AM broadcasters" and the ensuing popularity of talk and news networks. "Many AM stations that are not sure what to do are going the talk route," said Shane. "They are looking for [financially] accessible programing." Shane believes that networks such as Business Radio Network, Sun Radio, American Radio and others that are news and talk intensive have contributed to the proliferation of the format.

Bruce Marr, of Reno-based Bruce Marr & Associates, concurs with Shane's perception: "Information-driven formats are about the only thing that work on the AM dial," he said, "and there is so much more good network product, stations can get into it without having to do it locally."

The second dominant format in the country is adult contemporary, with 2,307 stations carrying the format. That number is a 0.77% decrease from 1988's 2,325. Shane attributes that decrease to fragmentation of the format, with programers fine tuning their product into formats such as "New Age," "Hot A/C" and a variety of others. Said Shane: "Adult contemporary has been the most fragmented because it has tried to be too many things to too many people."

Religious and gospel stations increased at a 15.7% rate, and steady gains were posted by the progressive format (12.5% increase), urban contemporary format (7.7% increase) and Spanish format (10.1% increase).

The Spanish format increases are overdue, said Shane. "The Hispanic ethnic group is the fastest growing in the country," he said, "and it is a huge area that has gone underserved except in the Southwest and Florida." Shane sees this format continuing on an upward trend because advertisers are "beginning to spend a lot of money in that area."

Joint Communications' Parikhal notes that the smart advertisers have been in the Hispanic market all along. "Not only that," he said, "but the population is increasing rapidly and Hispanic broadcasters have become more sophisticated operators."

Finally, another network growing at a steady rate—8%—is urban contemporary. "One of the things about urban," said Shane, "is that it gets a station a lot of excitement fast—people talk about it—it creates a buzz," he said. –LC

Myth: The cost of everything keeps going up.

Fact: The cost of news just came down. **Way down.**

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